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13358

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P.O. Box 1450  
Alexandria, VA 22313-1450

Attn: Examiner Paul L. Rodriguez

From: Caroline Do, Esq., Reg. No. 47,529

Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF  
MANUFACTURE FOR TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC STORAGE  
MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

Date: November 12, 2003

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**ATTENTION: EXAMINER PAUL L. RODRIGUEZ  
ART UNIT 2125**

**Please note:** This is a re-transmission. This facsimile was originally transmitted on November 6, 2003 (please see attached applicant's transmission report).

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To: MAIL STOP AF  
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Date: November 6, 2003

Attn: Examiner Paul L. Rodriguez

Number of Pages: Cover + 15

From: Caroline Do, Esq., Reg. No. 47,529

**FAX NO. (703) 746-7238**

Re: U.S. Pat. Appln. Ser. No. 09/295,856

Tel. No. (703) 746-7240

Filed: April 21, 1999

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01	16268205251	Oct. 02 10:06AM	00'32	SND	01	OK
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15	0116563337222	Oct. 22 04:10PM	01'26	SND	02	OK
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17	18003579995	Oct. 24 09:39AM	01'05	SND	04	OK
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30	17037467238	Nov. 06 04:58PM	05'13	SND	16	OK

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November 6, 2003

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PATENT TRADEMARK OFFICE

**VIA FACSIMILE**

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856

Filed: April 21, 1999

Confirmation No.: 7668

Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT  
OF AN ELECTRONIC STORAGE MEDIUM (as amended)

Inventor: Todd R. Collart

Our File No.: IA 1506.01A US

Dear Sir:

Enclosed for filing in the above-referenced application are the following documents:

1. Transmittal Form;
2. Amendment and Response (Pages 1 – 12);
3. Communication: Request for Change of Attorney Docket Number
4. Cover Letter (Document Control Number: 5H239S); and
5. Certificate of Facsimile dated November 6, 2003.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in black ink, appearing to read "Caroline".

Caroline Do, Esq.  
Reg. No. 47,529  
Senior Patent Prosecution Attorney  
INTELLECTUAL PROPERTY DEVELOPMENT

CD:rmf

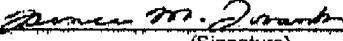
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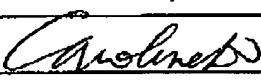
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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	<b>Application Number</b>	09/295,856
	<b>Filing Date</b>	April 21, 1999
	<b>First Named Inventor</b>	Todd R. Collart
	<b>Art Unit</b>	2125
	<b>Examiner Name</b>	Paul L. Rodriguez
<b>Total Number of Pages in This Submission</b>	<b>Attorney Docket Number</b>	IA 1506.01A US

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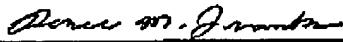
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Firm or Individual name	DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000
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Date	November 6, 2003

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Signature		Date	November 6, 2003

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